



A national campaign to prevent
the illegal purchases of firearms



The National Shooting Sports Foundation is the trade association for the firearms industry.

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**ATF, U.S. Attorney for the District of Arizona and Firearms Industry
Join Forces to Stop Illegal Purchases of Firearms in Phoenix**

"Buy a gun for someone who can't and buy yourself 10 years in jail."

Phoenix – The Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF), the U.S. Attorney for the District of Arizona and representatives from the National Shooting Sports Foundation (NSSF) – the trade association for the firearms industry – today jointly announced the return of a major campaign to reduce significantly the illegal straw purchases of firearms in Phoenix.

The program, called Don't Lie for the Other Guy, was developed to raise public awareness that it is a serious crime to purchase a firearm for someone who cannot legally do so or for someone who does not otherwise want his or her name associated with the transaction. The program is also designed to educate firearms dealers on how to better detect and deter potential straw purchases. The campaign, which has been enhanced to better focus on the purchasers since its original launch in Phoenix, drives home the message that anyone attempting an illegal firearm purchase faces a stiff federal penalty: **Buy a gun for someone who can't and buy yourself 10 years in jail.**

“As the agency responsible for oversight of the federal firearms laws, ATF is fully committed to our partnership with NSSF to aggressively address the illegal purchase of firearms by individuals who in many instances are pawns in a larger firearms trafficking organization funneling firearms to violent criminals,” said Special Agent in Charge William Newell of the ATF Phoenix Field Division. “Through this program we are educating the federal firearms licensees, who are valuable ATF partners in preventing the illegal straw purchase of firearms, as well as those would-be straw purchasers, that this is a serious federal offense and that their illegal actions could be fueling a dangerous gang or drug war.”

“Felons, illegal aliens, drug dealers, gang members and other prohibited persons avoid the law by having friends or relatives buy guns for them,” said Diane J. Humetewa, U.S.

Attorney, District of Arizona. "When a person is asked to buy a gun for someone else, they are being asked to commit a federal crime. We will not tolerate these crimes in Arizona."

NSSF Senior Vice President and General Counsel Lawrence G. Keane said, "This program has been welcomed by firearms dealers as a valuable educational tool to better enable them to spot would-be straw purchasers and prevent illegal straw purchases. Our goal in reaching out to the public is to warn them that they would be committing a serious crime by attempting to purchase a firearm for someone who cannot legally possess one. We applaud and appreciate the support of the ATF and the United States Attorney for joining with members of our industry in this cooperative effort."

Residents and visitors to Phoenix will see Don't Lie for the Other Guy billboards, posters throughout the city, and will hear the campaign's strong message via radio and television public service announcements (PSA). Outdoor media signs will be displayed anywhere from four weeks to several months, and the PSA will be played for the next month.

The Don't Lie for the Other Guy program is a vital component of ATF's outreach efforts to educate firearms dealers and their employees on how to better recognize and deter the illegal purchase of firearms through straw purchases. This program is an important tool for ATF to accomplish its mission of reducing violent crime and protecting the public.

The campaign is reaching out to firearms retailers in the greater Phoenix area and distributing Don't Lie retailer kits. Each kit contains a training video and brochure for the storeowner and staff as well as point-of-purchase displays aimed to deter this illegal activity.

Don't Lie for the Other Guy is a joint program of ATF, NSSF and the U.S. Department of Justice's Project Safe Neighborhoods. Funding for the program comes from a grant from the U.S. Department of Justice.

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